



WATDA Announces Dealertrack as Their Preferred Provider for Motor Vehicle Registration and Title Solutions

Wisconsin auto and truck dealers seek nationwide expertise to deliver the start-to-finish experience customers expect

GROTON, CT, January 31, 2019 — The Wisconsin Automobile & Truck Dealers Association (WATDA) has given a preferred endorsement to Dealertrack Registration and Title Solutions in an effort to bring a modernized and efficient titling process to Wisconsin dealers.

This preferred endorsement will enable Dealertrack Registration and Title Solutions to further its footing in Wisconsin as it partners with WATDA to help dealers build confidence in the accuracy and efficiency of taking their registration and titling processes digital. With proven expertise, user-inspired technology, and superior service and implementation support, Dealertrack Registration and Title Solutions is uniquely positioned to help Wisconsin dealers turn complex and time-consuming registration and title work into a simple, easy and accurate process while delivering the fast experience that today's consumer demands.

"Faced with ongoing margin compression and changing customer expectations, dealers are working hard to find new ways to create process efficiencies and protect their bottom line," said Kaitlin Gavin, vice president and general manager of Dealertrack Registration and Title Solutions. "Receiving this preferred endorsement from WATDA is a momentous honor that recognizes how our best-in-class offering can give Wisconsin dealers that streamlined solution they need to deliver a more simplified process that will help them drive results and meet customer expectations."

"Wisconsin auto and truck dealers wanted a Registration and Title partner with deep expertise to give them a simplified solution, superior service and confidence," said Bill Sepic, president of WATDA. "Dealertrack fulfills on that ask."

This endorsement solidifies the company's commitment to providing industry-leading solutions that ease the titling and registration process. By expanding digital registration and titling in the State, Dealertrack and WATDA will work in tandem to ensure long-term sustainability for dealerships as they look to the future of the industry.

About WATDA

The Wisconsin Automobile & Truck Dealers Association (WATDA), located in the heart of Madison, WI, is the only trade organization representing franchised and used car and truck dealers in Wisconsin. Since 1929, Wisconsin Automobile & Truck Dealers Association has been

dedicated to serving the car and truck dealers' needs in Wisconsin. United through membership in WATDA, members seek to achieve through "one voice" that which is impossible or too expensive to achieve alone. WATDA provides dealers in Wisconsin a forum to solve problems together, represents the dealers before state agencies and the legislature, coordinates legal actions affecting dealers legislative and more. For more information on WATDA, visit www.watda.org.

About Dealertrack

Dealertrack provides industry-leading software solutions that give dealerships and lenders the confidence to thrive in an ever-changing automotive market. The company's integrated suite of powerful but easy-to-use products helps dealerships, lenders, providers and their partners grow by increasing efficiency and improving decision-making. The Dealertrack Wisconsin Reg & Title solution delivers a unique combination of industry-leading technology, best-in-class service and support, and an unwavering commitment to compliance that can help mitigate margin compression, maximize profitability, and help you deliver the start-to-finish experience your customers expect. Dealertrack is part of the Cox Automotive family, a company that is transforming the way the world buys, sells, owns and uses cars. Dealertrack—along with its unmatched network of dealership and lending partners—is improving the car buying experience by embracing the technologies that will shape the future of automotive retail. For more information about Dealertrack, visit www.dealertrack.com.

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